

TO: Board Members

THROUGH: Kevin Patteson, Executive Administrator
John Steib, Chief Deputy Executive Administrator
Robert E. Mace, Deputy Executive Administrator, Water Science and Conservation
Les Trobman, General Counsel
David Carter, Manager, Contracting and Purchasing

FROM: John Sutton, Team Lead, Municipal Water Conservation

DATE: January 7, 2014

SUBJECT: Water Conservation Education Grants

ACTION REQUESTED

Authorize the Executive Administrator to publish a Request for Applications in the *Texas Register* for Fiscal Year 2014 Water Conservation Education Grants for a total amount not to exceed \$1,000,000.

BACKGROUND

Conservation is a cost-effective means of securing future water supplies for all Texans. Education, outreach, and public awareness should be the basis of any water conservation management strategy and are required to be addressed in an entity's water conservation plan.

Public outreach and education of water conservation are necessary to increase Texans' knowledge of water resources, water use, and the need to conserve water. A program for providing water conservation information to the public can be an effective means of both promoting specific water conservation programs and practices and educating the public about water resources and the importance of using water efficiently. Public outreach and education programs, though not directly related to equipment or operational change, can result in short-term and long-term water savings. Research has shown that the more Texans know about their water resources, the more likely they are to participate in water conservation programs.

KEY ISSUES

Senate Bill 1, Rider 23, approved by the 83rd Legislature, appropriated \$1,000,000 in Fiscal Year 2014 from General Revenue for the purpose of providing grants to water conservation education groups. It further directs the Texas Water Development Board to award the grants through a competitive process, which may require grant applicants to provide private matching funds. Any

Our Mission : Board Members

To provide leadership, planning, financial assistance, information, and education for the conservation and responsible development of water for Texas

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Kevin Patteson, Executive Administrator

unexpended balances as of August 31, 2014, in funds appropriated for this purpose are appropriated for the same purpose in the fiscal year beginning September 1, 2014.

The Executive Administrator recommends awarding these grants through a competitive process (Attachment A) with consideration given to the following components:

- The potential service population of the project.
- The promotion of the water conservation strategies for the project area as identified in the appropriate regional water plan.
- A minimum of 50 percent in matching funds.
- Current water resources needs/scarcity within the project area.

Additionally, the Executive Administrator recommends that the funds be divided into maximum amounts for different categories:

- \$500,000 total for a statewide project or combination of several statewide projects.
- \$250,000 total for regional-level projects.
- \$250,000 total for local projects.

One or several projects may be funded in each category. At the discretion of the Texas Water Development Board, the level of funding in each category may be modified based on the proposals received. In the event that acceptable applications are not received, the Board retains the right not to award contract funds.

RECOMMENDATION

The Executive Administrator recommends approval of this item.

This recommendation has been reviewed by legal counsel and is in compliance with applicable statutes and Board rules.

Les Trobman
General Counsel

Attachment A - Request for Application
Attachment B - Application Instructions
Attachment C - Application Review Sheet

Attachment A

(To be published in the *Texas Register*)

Texas Water Development Board

Request for Applications, Water Conservation Education Grants

The Texas Water Development Board (TWDB) solicits Request for Applications for the state fiscal year 2014. The total amount of the grants to be awarded under this request for applications by the TWDB shall not exceed \$1,000,000 from the General Revenue Fund.

Introduction and Purpose

The Water Conservation Education Grant Program will fund projects that promote the benefits of water conservation through education and outreach programs. Title 30 Texas Administrative Code Section 288.1 defines water conservation as “those practices, techniques, and technologies that reduce the consumption of water, reduce the loss or waste of water, improve the efficiency in the use of water, or increase the recycling and reuse of water so that a water supply is made available for future or alternative uses”. The objective of water conservation is a long-term increase in the productive use of water supply in order to satisfy water supply needs without compromising desired water supply services.

Summary of the RFA

Solicitation Date (Opening)	Date published in the <i>Texas Register</i>
Due Date (Closing)	12:00 p.m., Tuesday, March 18, 2014
Anticipated Award Date	May 2014
Estimated Total Funding	\$1,000,000
Eligible applicants	Public and private organizations, governmental agencies, political subdivisions, trade associations, or any other legally cognizable entity that pursues water conservation education.
Program Contact	Mr. John Sutton Municipal Water Conservation Texas Water Development Board P.O. Box 13231, Austin, Texas 78711-3231 Phone: 512-463-7988 E-mail: john.sutton@twdb.texas.gov
Contracting Contact	Mr. David Carter Contract Administration Texas Water Development Board P.O. Box 13231, Austin, Texas 78711-3231. Phone: 512-936-6079 E-mail: contracts@twdb.texas.gov

Who is Eligible?

A “water conservation education group” that is any group of people or entities, either public or private, such as a for-profit or non-profit corporation or partnership, a governmental organization or political subdivision, a trade association, or any other legally cognizable entity that pursues water conservation education, but not an individual person, is eligible to apply.

Applicants are encouraged to partner with other local, state, and federal authorities to increase the impact and scope of their activities. Partnerships can offer the following benefits:

- Improve current information that is available for water conservation education resources.
- Ensure local perspectives are considered in projects.
- Stakeholders gain insight into the nature of water conservation problems and solutions.
- Promote local stewardship of water resources.

Water Conservation Education Grant Categories

Projects for the municipal, agricultural and industrial water user sectors are considered eligible activities. Applications must be in response to one of the following three categories:

- A statewide project or statewide projects, up to a total of \$500,000.
- A regional level project or projects, up to \$250,000.
- A local project or projects, up to \$250,000.

One or several projects may be funded in each category. At the discretion of TWDB, the level of funding in each category may be modified based on the proposals received. In the event that acceptable applications are not received, the Board retains the right not to award contract funds.

Eligible Projects

To be eligible for funding, the project must address the objectives, goals and/or priorities identified in the request for applications. Eligible activities include water conservation education and outreach programs which may include media outreach, public awareness, websites, social media, collateral materials, or other activities such as

- radio and/or television public service announcements,
- website with interactive pages and additional information such as maps and specific regional information,
- social media and mobile applications,
- production and distribution of conservation literature in both print and electronic formats,
- surveys to assess water conservation knowledge and attitudes,
- research for public awareness including a methodology to measure effectiveness of outreach efforts,
- outreach materials that can be used at exhibits and trade fairs, or
- toolkits to promote water conservation.

Grant Amount

Up to \$1,000,000 has been authorized for Fiscal Year 2014 for water conservation education grants. Funds will be awarded through a statewide competitive grants process which includes a requirement for matching funds. TWDB may fund single-and multi-year projects. Overhead is not an allowable expense category eligible for reimbursement. All proposals will be evaluated based upon the criteria set forth in this solicitation.

All successful proposals will be funded for the entire duration of the project with Fiscal Year 2014 funds. Applicants may submit more than one application; however, applicants are only eligible to receive one grant.

Matching Fund Requirements

Applicants are required to provide a matching fund of 50 percent which can be in the form of salaries or in-kind. Additional priority will be given for matching funds greater than the minimum 50 percent.

Priority

Applications will be prioritized based on

- the potential service population of the project,
- the promotion of the water conservation strategies for the project area as identified in the appropriate regional water plan,
- matching funds greater than the minimum 50 percent, and
- water resources needs/scarcity within the project defined area.

Application Requirements

Applications need to be consistent with the format provided in the application instruction document available online or from TWDB staff.

Provide a scope of work that includes, at a minimum:

- A description of the proposed project, including the purpose and primary features of the project, products to be developed or produced, clear timelines, and a detailed narrative of all tasks to be performed. Timelines should include progress reports at 25, 50, and 75 percent completion at a minimum, as well as a final report.
- A list of the groups, individuals, organizations, and/or institutions that will be included in the proposed project.
- The specific goals, such as identified target audience to reach, outcomes of educational efforts, or product development, with respect to promoting the benefits of water resource conservation and water efficiency through the project.

- Detailed specific activities and tasks to be funded with the grant funding, such as meetings, workshops, fairs, production, printings, mailings, and all other project tasks and activities.
- A detailed project budget, broken down by tasks, identifying all costs associated with the project, including but not limited to labor hours and costs (in-kind and cash), and other direct costs such as travel, per diem, copies, rental of meeting space, materials, and resources.

Project Deliverables

All funded projects will be required to provide written progress reports at 25, 50, and 75 percent completion of the project. The estimated dates of the progress reports must be included in the scope of work contained in the application. In addition, the applicant will need to prepare and submit a final project report.

Application Evaluation

The degree to which an application meets the above evaluation criteria will be determined by TWDB staff. Projects from qualified applicants will be ranked based on these criteria for the purpose of determining which projects receive grant funds.

The applicable scope of work, schedule, and contract amount will be negotiated after the TWDB selects the most qualified applicants and/or the desired projects for funding. Failure to arrive at mutually agreeable terms of a contract with the most qualified applicant shall constitute a rejection of the Board's offer and may result in subsequent negotiations with the next most qualified applicant and/or desired project for funding. The TWDB reserves the right to reject any or all applications if staff determines that the application(s) does not adequately meet the required criteria or if the funding available is less than the requested funding.

Application instructions are available upon request from Mr. John Sutton at 512-463-7988, john.sutton@twdb.texas.gov or online at www.twdb.texas.gov.

Deadline for Submission of Applications

Six double-sided, double-spaced copies on recycled paper and one digital copy (CD) of a completed application must be filed with the TWDB on or before 12:00 p.m. on Tuesday, March 18, 2014. Applications can be directed either in person to Mr. David Carter, Texas Water Development Board, Stephen F. Austin Building, Room 610D, 1700 North Congress Avenue, Austin, Texas, 78701; or by mail to Mr. David Carter, Texas Water Development Board, P.O. Box 13231--Capitol Station, Austin, Texas 78711-3231.

Attachment B

(To be made available online and upon request)

Texas Water Development Board

Application Instructions, Fiscal Year 2014 Water Conservation Education Grants

The Texas Water Development Board's Water Conservation Education Grant Program offers grants to organizations, agencies or political subdivisions of the State of Texas for water conservation education programs in response to the Texas Water Development Board's topics published in the recent Request for Applications in the *Texas Register*.

Who is Eligible?

A “water conservation education group” that is any group of people or entities, either public or private, such as a for-profit or non-profit corporation or partnership, a governmental organization or political subdivision, a trade association, or any other legally cognizable entity that pursues water conservation education, but not an individual person, is eligible to apply.

Applicants are encouraged to partner with other local, state, and federal authorities to increase the impact of their activities. Partnerships can offer the following benefits:

- Improve current information that is available for water conservation education resources.
- Ensure local perspectives are considered.
- Stakeholders gain insight into the nature of water conservation problems and solutions.
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All applications must be complete and include general information, proposed project information, and written assurances, as outlined below. A list of required items has been provided in the following pages to assist you in completing the application.

If you have questions regarding preparation of an application, please call Mr. John Sutton, Water Conservation Program, at 512-463-7988 or e-mail at john.sutton@twdb.texas.gov.

Application Requirements

Your application should follow the requirements in the sequential order as listed below.

1. Official name and address of the applicant.
2. Any constitutional and statutory authority creating the applicant and under which the applicant currently operates and the Vendor ID number.
3. Names and addresses of the individual or individuals with the legal authority to perform the acts of the entity and title of position.
4. An affidavit from the individual with the authority to act on behalf of the applicant, or a certified copy of a resolution adopted or minutes approved by the governing body with the authority to act on behalf of the applicant, which:
 - a. Identifies the amount that the applicant is requesting
 - b. Authorizes the submission of an application on behalf of the entity
 - c. Designates an authorized representative to submit the application and perform all reasonable and necessary action in support of the application and, if approved by the TWDB, to perform the terms and conditions of the award of money from the Fund.
5. Name, address, and title of the designated representative; also include phone number and email addresses.
6. Description of the proposed project or project that includes:
 - a. The geographic area in which it will occur, including the potential service population of the project.
 - b. The time schedule in which it will occur.
7. Proposed budget for the project or project that identifies:
 - a. The total cost.
 - b. The cost of each significant element of the program or project.
 - c. Other sources of funds, if any.
8. Any water conservation or other benefits that will be created from the proposed program or project.
9. Description of the applicant's past commitment to water conservation.
10. Identification of any water conservation water management strategy identified in the most recent applicable regional water plan or state water plan that will be supported by the use of the grant.
11. Description of the benefits of the proposed project.
12. A scope of work describing project work tasks with a time schedule for each.
13. A task and expense category budget (see below).

14. A list of any products that will be developed or produced as a result of this project.
15. A description of suggested monitoring procedures and any estimated water savings to be realized by implementation of this program/project (include a description of methodology for calculating water savings).
16. Qualifications and experience of staff that are directly related to this application.
17. A description of the extent to which the project will include an education component to be directed at project participants, the general public or school children.
18. Completed Task and Expense Budgets:

TASK BUDGET

TASK	DESCRIPTION	AMOUNT
1		\$ 0.00
2		\$ 0.00
3		\$ 0.00
4		\$ 0.00
TOTAL		\$ 0.00

EXPENSE BUDGET

CATEGORY	AMOUNT
Salaries & Wages ¹	\$ 0.00
Fringe ²	\$ 0.00
Travel ³	\$ 0.00
Other Expenses ⁴	\$ 0.00
Equipment	\$ 0.00
Subcontract Services	\$ 0.00
TOTAL	\$ 0.00

¹ Salaries and Wages is defined as the cost of salaries of engineers, draftsmen, stenographers, surveyors, clerks, laborers, etc., for time directly chargeable to this contract.

² Fringe is defined as the cost of social security contributions, unemployment, excise, and payroll taxes, workers' compensation insurance, retirement benefits, medical and insurance benefits, sick leave, vacation, and holiday pay applicable thereto.

³ Travel is limited to the maximum amounts authorized for state employees by the General Appropriations Act, Tex. Leg. Regular Session, 2011, Article IX, Part 5, as amended or superseded

⁴ Other Expenses is defined to include expendable supplies, communications, reproduction, and, postage directly chargeable to this CONTRACT.

Deadline and Submission of Application

Six double-sided, double-spaced copies on recycled paper and one digital copy (CD) of a complete agricultural water conservation grant application, including the required attachments must be filed with the TWDB on or before 12:00 p.m. on Tuesday, March 18, 2014.

Applications can be delivered in person to:

Mr. David Carter
Texas Water Development Board
Room 610D, Stephen F. Austin Building
1700 North Congress Avenue
Austin, Texas 78701

Applications can also be mailed to:

Mr. David Carter
Texas Water Development Board
P.O. Box 13231 - Capitol Station
Austin, Texas 78711-3231

Requests for technical information may be directed to:

Mr. John Sutton
Municipal Water Conservation
Texas Water Development Board
P.O. Box 13231
Austin, Texas 78711-3231
E-mail: john.sutton@twdb.texas.gov.
Phone: 512-463-7988

Selection Process

Prior to technical review, each application will be screened for completeness and compliance with the provisions of this notice. Incomplete applications and those that do not meet the provisions of this notice will be eliminated from competition. Applications meeting the provisions of this notice will be scored by a Technical Review Panel.

Review of Applications

In reviewing an application, the TWDB shall consider the following administrative criteria:

- Commitment of the applicant to water conservation.
- Benefits that will be gained by funding the project.
- Degree to which the applicant has used other available resources to finance the use for which the application is being made.
- Willingness and ability of the applicant to raise revenue and provide matching funds.

Prior to approving a grant, the TWDB must find that the grant funds will

- supplement rather than replace money of the applicant,

- serve the public interest and assist in the implementation of a water conservation water management strategy identified in the most recent applicable approved regional water plan or state water plan, and
- further water conservation in the state.

A technical review panel will evaluate the applications using the following criteria:

- Sound and practical approach for implementing the project as per Request For Applications guidelines.
- Application has clear identified tasks, products, and reporting timelines.
- Project staff has the expertise needed to carry out the project.
- Proposed costs estimate (budget) is reasonable and adequately justified.

Funding and Partial Funding Provisions

TWDB reserves the right to reject all proposals and make no awards under this announcement. In addition, TWDB reserves the right to partially fund proposals by funding discrete activities, portions, or phases of a proposed project. If TWDB decides to partially fund a proposal, it will do so in a manner that does not prejudice any applicants or affect the basis upon which the proposal, or portion thereof, was evaluated or selected for award, and that maintains the integrity of the competition and the evaluation/selection process. One or several projects may be funded in each category. At the discretion of TWDB, the level of funding in each category may be modified based on the proposals received. In the event that acceptable applications are not received, the Board retains the right not to award contract funds.

Negotiations with Selected Applicants

The applicable scope of work, deliverables, tasks timelines, and contract amount will be negotiated after the TWDB selects the most qualified applicants. Failure to arrive at mutually agreeable terms of a contract with the most qualified applicant shall constitute a rejection of the Board's offer and may result in subsequent negotiations with the next most qualified applicant. In the event that acceptable applications are not submitted, or if the funding available is less than the requested funding, the TWDB retains the right to not award contract funds.

Attachment C

(To be made available upon request)

Texas Water Development Board

Application Review Sheet, Fiscal Year 2014 Water Conservation Education Grants

Statewide Project

Regional Project

Local Project

Name of Applicant:

Name of Project:

Requested Amount:

Grant supplements rather than replaces money of the applicant.	
Project assists in the implementation of a water conservation water management strategy identified in the most recent applicable approved regional water plan or state water plan.	
Sound and practical approach for implementing the project	
Application has clear identified tasks, products, and reporting timelines.	
Project staff has the expertise needed to carry out the project.	
Proposed costs estimate (budget) is reasonable and adequately justified.	
Potential service population of the project.	
Matching funds greater than the minimum 50 percent.	
Identified water resources needs/scarcity within the project defined area.	
Applicant's past commitment to water conservation.	
Monitoring procedures and any estimated water savings to be realized by this project.	